

ANNUAL INDEX to DUN'S REVIEW

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IN THIS INDEX, material is listed by author, title, company, and subject, each entry referring to the month and page number. Broad subject headings are used; this is not a detailed subject index.

As a guide to the inclusiveness or nature of the material indexed, the titles of major articles are printed in *italic type* and short items are indicated by an (s).

In using this index it will be helpful to keep in mind the nature of the contents of DUN'S REVIEW. The magazine deals with trends, tendencies, developments, and legislation which are significant in

their effect on the policies of businesses. It serves chief executives who must consider the long-time influences of such forces. In each number are articles by authorities in their fields or resulting from research activities. There also are sections or departments, several of which summarize business statistical data.

Individual lines of business are not separately indexed for the report on "14 Ratios for 36 Manufacturing Lines," "14 Ratios for 36 Wholesale and Retail Lines," and "Retail Operating Ratios as Managerial Guides."

Statistical series compiled by the publisher such as business failures, building permits, bank clearings, new business incorporations, price indexes, and regional trade information are subject indexed and can be located in "Trade Activity in Twenty-Nine Regions," and "The Trend of Business."

Business statistics compiled by the publisher are reported in greater detail in DUN'S STATISTICAL REVIEW, also published monthly by DUN & BRADSTREET, INC., 290 Broadway, New York 8, N. Y.

— A —

ATF, Inc. (s).....	Aug. 34
Accidents, Industrial (s).....	Aug. 46
Addressograph Machine (s).....	Dec. 34
Administrative Procedures Act—The Law and Economics of Basing Points.....Part III	Nov. 22
Advertising—Public Service: The Best Public Relations.....	June 17
Advertising-bid Method of Purchasing—New Pattern for Military Procurement.....	Oct. 17
Advertising Results (s).....	Oct. 30
Age Composition of the Population (chart).....	Aug. 21
Aid to Europe—Economic Stability at Home	Jan. 11
Air Mail (s).....	Nov. 31
Air Policy—Power in the Air—Goals and Recommendations for National Policy.....	Mar. 14
Aircraft Manufacturing Industry—Financial Condition, Facilities and Output (tables).....	Mar. 16
Airplane Instruments (s).....	Aug. 44
Albi Chemical Corp. (s).....	Feb. 32
Alcohol, Industrial (s).....	Mar. 30
Aldens, Inc. (s).....	Aug. 34
American Cladmetals Co. (s).....	July 26
American Heritage Foundation—Public Service: The Best Public Relations.....	June 17
American Management Association—Management's Role in Shaping the Future.....	July 13
American Mission for Aid to Greece—Greece: Problem in Poverty.....	July 15
American Motors, Inc. (s).....	Jan. 34
American Standards Association (s).....	Aug. 44
American Subsidiaries—Britain Welcomes American Subsidiaries with Some Reservations.....	Feb. 11
America's Share of the World's Minerals (chart).....	Feb. 15
An Appraisal of Our Natural Resources.....	Feb. 14
Andrew Williams Stores, Inc. (s).....	Apr. 46
Annual Reports (s).....	Aug. 34
Annual Report Televised (s).....	July 26
Anti-Trust Laws—The Law and Economics of Basing Points.....Part I	Sept. 14
Arco Co. (s).....	Apr. 54
Armed Services Procurement Act of 1947—New Pattern for Military Procurement.....	Oct. 17
Armstrong Rubber Co.; Armstrong Tire Co. (s).....	Apr. 44
Arthur D. Little, Inc. (s).....	Feb. 36
Asia—Population Growth and Our Foreign Aid Program.....	Dec. 10
Associated Factory Mutual Fire Insurance Companies (s).....	Jan. 38
Atcheson, Toney & Santa Fe Railway Co. (s).....	Aug. 34
Automobile Showroom (s).....	Apr. 46
Aviation—Power in the Air: Goals and Recommendations for National Policy.....	Mar. 14

— B —

B. F. Goodrich Co. (s).....	Apr. 42
Babcock & Wilcox Tube Co. (s).....	Oct. 36
Backman, Jules—Guaranteeing Security for the Worker.....	June 20
Baking Industry (s).....	Mar. 36
Balance Sheet of European Nations and the United States, Comparative, 1946 (table).....	Mar. 23
Ball Bearings (poem).....	Aug. 50
Bankers Trust Company (s).....	July 30
Bankhead-Jones Farm Tenant Act—The Priority of Federal Claims in Insolvencies.....	Mar. 61
Bankruptcies—The Priority of Federal Claims in Insolvencies.....	Mar. 10

Banks and Banking	
Room to Banking (s).....	July 30
British and American Controls in the Money Markets.....	June 23
Clearings.....	Jan. 24, Feb. 24, Mar. 26, Apr. 30, May 28, June 30, July 22, Aug. 28, Sept. 28, Oct. 24, Nov. 28, Dec. 26

Bard College (s).....	July 30
Basing Points, The Law and Economics of.....	Sept. 14
Samples of Official and Private Views on the Law.....Part I	Oct. 11
Economic Conditions.....Part II	Nov. 22
Conclusion and Policy Implications.....Part III	May 16
Battle for Peace—Objective I: European Recovery	July 26
Beutomatic (s).....	July 30, Oct. 28, Nov. 30
Bell & Howell Co. (s).....	Aug. 36
Bigelow, Kent, Willard & Co. (s).....	Dec. 19
Birth Rate—Population Growth and Our Foreign Aid Program.....	Jan. 40
Blake Industries (s).....	Feb. 36
Blast Furnaces, High Pressure (s).....	June 11
Blueprint for Industrial Mobilization.....	Oct. 34
Bonwit Teller (s).....	Nov. 30
Booth, J. H. (s).....	Mar. 19
Boston, Lynn—The Priority of Federal Claims in Insolvencies.....	Nov. 11
"Bottom-up" Management Builds Individual Initiative.....	Aug. 44
Braniff International Airways (s).....	Feb. 11
Britain Welcomes American Subsidiaries with Some Reservations.....	June 23
British and American Controls in Money Markets	Apr. 14
British Companies Act of 1947—Giving the Facts to Shareholders: Britain's Version of the SEC	Oct. 15
British Industry—Four Years after the Rockets.....	Sept. 10
British Labor-Management Co-operation.....	May 21
British North America Act of 1867—Overlapping Taxes: Canada Achieves Reforms.....	Aug. 13
Brown, Winthrop G.—ITO Charter: Blueprint for Rebuilding World Commerce.....	Jan. 36
Brunetti, Cleo (s).....	May 21
Buck, Arthur E.—Overlapping Taxes: Canada Achieves Reforms.....	Nov. 64

Building	
Earnings (chart).....	Jan. 21, Feb. 21, Mar. 25
Permit Values.....	Apr. 28, June 28, July 22, Aug. 30, Sept. 26, Oct. 24, Nov. 26, Dec. 26
What Is Back of To-Day's Building Costs?.....	Nov. 19
Business—Ten Ways in Which Business Men Can Help the National Welfare.....	Dec. 17
Business Conditions—A Dun & Bradstreet Survey: Current Business Opinion.....	June 25
Business Conditions, see also Significant Indicators, Trade Activity in Twenty-Nine Regions, Trend of Business	
Business Cycle Needs a Brake.....	Feb. 17
Business Education (s).....	Jan. 40
Business Expansion and Losses—Tax Carryovers: Aids to Business Expansion.....	Jan. 13
Business Incorporations, New, see Incorporations	

Business Management	
A Winning Team Pays Off.....	Apr. 11
Policies and Practices (s).....	July 30
Toward New Horizons: Management Reconstructs Its Thinking.....	May 11
Business Methods Forum (s).....	July 30
Business Records—Record Retention (s).....	July 28
Should We Change our Method of Preserving Records?.....	Feb. 19
Business, Small (s).....	July 30
Buyers, A. M. Company (s).....	Feb. 32

— C —

Cafeterias, Company (s).....	Aug. 38
Canada—Overlapping Taxes: Canada Achieves Reforms.....	May 21
Capelhart Committee—The Law and Economics of Basing Points.....Part III	Nov. 22

Capital	
Formation—Foundations for Constructive World Leadership.....	Sept. 11
ITO Charter: Blueprint for Rebuilding World Commerce.....	Aug. 13
Investment—Britain Welcomes American Subsidiaries with Some Reservations.....	Feb. 11
Population Trends in the United States: Social and Economic Consequences.....Part II	Sept. 21
Venture—How Can We Stimulate Venture Capital?.....	July 17
A Capitalist at Every Desk and Work Bench.....	Mar. 17
Car Loading, Freight (s).....	Aug. 42
Car Unloaders (s).....	Jan. 32
Cement Institute—The Law and Economics of Basing Points.....Part I	Sept. 14
Chafetz, Zechariah, Jr.—Channels and Chances for World-wide Growth of Understanding.....	Dec. 11
Channels and Chances for World-wide Growth of Understanding.....	Dec. 11
Chapin, F. H.—Two-way Traffic for International Trade.....	May 17
Charles Francis Press (s).....	Dec. 32
China's Economic Conditions—Population Growth and Our Foreign Aid Program.....	Dec. 10
Civil Aviation—Power in the Air: Goals and Recommendations for National Policy.....	Mar. 14
Cladding Metals (s).....	July 26
Clague, Ewan—Productivity Studies: Planning Guides for Industry.....	Oct. 20
Clearings, Bank, see Bank Clearings	
Clothing, Work (s).....	Apr. 48
Cobalt Plating (s).....	Feb. 42
Cohen Committee—Giving the Facts to Shareholders: Britain's Version of the SEC.....	Apr. 14
Coleman, Miles L.—What Is Back of To-Day's Building Costs?.....	Nov. 19
Collusion (in use of basing-point plan)—The Law and Economics of Basing Points.....Part I	Sept. 14
Color Matching (s).....	Aug. 42
Color Merchandising (s).....	Oct. 34
Color Printing (s).....	Apr. 54
Comish, N. H.—Retail Operating Ratios as Managerial Guides.....	Jan. 18
Committee for Investment Control—British and American Controls in the Money Markets.....	June 23
Committee on Economic Accord—Population Growth and Our Foreign-Aid Program.....	Dec. 10
Commodity Price Index, see Prices, Wholesale Commodities	
Commonwealth Engineering Co. (s).....	Nov. 34
Comparing National Incomes: Problems, Progress, and Facts.....	June 14
Compensation Plans, Employee (s).....	Feb. 34
Competition—Get Ready for Competition.....	May 14
Competition, Unfair—The Law and Economics of Basing Points.....Part I	Sept. 14
Congressional Joint Committee on the Economic Report—The Business Cycle Needs a Brake.....	Feb. 18
Construction Cost and Non-farm Income per Family (chart).....	Nov. 21
Construction Industry—What Is Back of To-Day's Building Costs?.....	Nov. 19
Consumer Relations—Industry's Obligation to the Consumer.....	Mar. 17
Consumers' Price Index, see Prices, Consumer Containers (s).....	Aug. 44
Contracts, War—A New Pattern for Military Procurement.....	Oct. 17
Controllship Foundation (s).....	Feb. 40
Cookman, Helen (s).....	Apr. 48
Copolymer Corp. (s).....	Apr. 44
Corn Products Refining Co.—The Law and Economics of Basing Points.....Part I	Sept. 14
Corporations, Government Regulation of—Giving the Facts to Shareholders: Britain's Version of the SEC.....	Apr. 14

Correspondence, Commercial (s).....	Nov. 30
Cost of Living—The World's Food Prospects.....	July 11
Cost Reduction, Manufacturing—What Is Back of To-Day's Building Costs?.....	Nov. 19
Council of Economic Advisers—The Business Cycle Needs a Brake.....	Feb. 18
Counterless Selling (s).....	Oct. 34

Covers

Verdict of the People by George C. Bingham.....	Jan.
Fur Traders Descending the Missouri by George C. Bingham.....	Feb.
Justice's Court in the Backwoods—1899 by Thompkins H. Matteson.....	Mar.
On the Erie Canal by E. L. Henry.....	Apr.
The 9:45 A.M. Accommodation, Stratford, Conn., by E. L. Henry.....	May
The Blacksmith Shop by Eastman Johnson.....	June
Stampede by Edward Holslser.....	July
Sunday Morning by Eastman Johnson.....	Aug.
Village Post Office by Thomas Waterman Wood.....	Sept.
Dismissal of School on an October Afternoon by Henry Inman.....	Oct.
Castle Garden by Andrew Melrose.....	Nov.
Farm Yard, Winter by George H. Durrie.....	Dec.
Cowhig Industries (s).....	July 30
Crawford, Inc. (s).....	Mar. 36
Cross-Freighting—Basing Points.....	Part III Nov. 22
Crotty Brothers, Inc. (s).....	Aug. 38
Customs Administration—Two-way Traffic for International Trade.....	May 19

- D -

Dayton Rubber Co. (s).....	Apr. 44
Dealer Financing (s).....	Oct. 32
Debt, National—Foundations for Constructive World Leadership.....	Sept. 11
Decentralization—"Bottom-up" Management Builds Individual Initiative.....	Nov. 11
Delcar (s).....	Jan. 34
Department Store "Drawing Room" Selling (s).....	Oct. 34
Derksen, J. B. D.—Comparing National Incomes: Problems, Progress, and Facts.....	June 14
Derrick, Miniature (s).....	Mar. 38
Deupree, Richard R.—Management's Responsibility toward Economic Stability.....	Aug. 11
Diamond Drill (poem).....	July 31
Diamond Match Co. (s).....	Nov. 30
Dictaphone Corp. (s).....	Oct. 32
Diebold, Inc. (s).....	July 28
"DISC-opying" (s).....	Aug. 48
Do-All Co. (s).....	Jan. 38
Doane, Robert R.—The Wealth of Thirty-three Nations.....	Mar. 21
Dodd, Alvin E.—Management's Role in Shaping the Future.....	July 13
Doing Business under New Export Controls.....	Apr. 20
Dominion—Provincial Conference on Reconstruction, 1945: Dominion—Provincial Tax Rental Act, 1947—Overlapping Taxes: Canada Achieves Reforms.....	May 21
Dravo Corp. (s).....	Feb. 34
Drug-O-Mat (s).....	July 26
Ductile Titanium Metal (s).....	Nov. 32
Du Pont Co. (s).....	Aug. 42, Nov. 32

- E -

Eagle-Picher Co. (s).....	Dec. 34
Economic Activity Statistics—The Business Cycle Needs a Brake.....	Feb. 17
Economic Conditions	
Get Ready for Competition.....	May 14
How Can Business Keep Ahead of This Changing World?.....	Nov. 17
ITO Charter: Blueprint for Rebuilding World Commerce.....	Aug. 13
Population Trends in the United States, Part II.....	Sept. 21
The Wealth of Thirty-three Nations.....	Mar. 21
Economic Co-operation Act—The Battle for Peace—Objective I: European Recovery.....	May 16
Economic Problems, Discussion of (s).....	Mar. 41
Economic Research—The Business Cycle Needs a Brake.....	Feb. 17
Edro Corp. (s).....	Apr. 56
Education	
Junior Achievement (s).....	Jan. 40
Population Trends in the United States, Social and Economic Consequences.....	Part II Sept. 21
Edwards, Dr. Corwin D.—It's the Evidence that Counts.....	Sept. 16
Electronic Dictating Machine (s).....	Oct. 32
Elevators (s).....	Aug. 38
Elwell-Parker Electric Co. (s).....	Aug. 42
Employee Pension Plans—A Capitalist at Every Desk and Work-Bench.....	Mar. 17
Employee Question Plans (s).....	Dec. 32
Employee Relations	
"Bottom-up" Management Builds Individual Initiative.....	Nov. 11
Employee Relations (s).....	Apr. 59, Oct. 30
Report to Employees (s).....	Aug. 34
Employee Saving Plans—A Capitalist at Every Desk and Work-Bench.....	Mar. 17
Employment	
A Capitalist at Every Desk and Work-Bench.....	Mar. 17
Guaranteeing Security for the Worker.....	June 20
Management's Responsibility toward Economic Stability.....	Aug. 11
Employment, Index of.....	Jan. 20
Mar. 24, Apr. 23, May 24, June 27, July 20, Aug. 24, Sept. 24, Oct. 25, Nov. 35, Dec. 21	

Engineer (poem).....	Feb. 64
Ensign-Bickford Co. (s).....	Nov. 30
Equity Plan for Small Dealers (s).....	Oct. 32
Escalators (s).....	Jan. 36
Europe—Aid to Europe and Economic Stability at Home.....	Jan. 11
The World's Food Prospects.....	July 11

European Reconstruction and Relief

The Battle for Peace—Objective I: European Recovery.....	May 16
Foundations for Constructive World Leadership.....	Sept. 11
Two-way Traffic for International Trade.....	May 19
The World's Food Prospects.....	July 11
Excess Profits Tax—Tax Carryovers: Aids to Business Expansion.....	Jan. 13
Executives, Training of—Management's Role in Shaping the Future.....	July 13
Exports of Goods and Services in Comparison with Gross National Product (chart).....	May 28
Export Trade—Doing Business under New Export Controls.....	Apr. 20
United States Exports in 1947 by Commodity Groups and Destinations.....	Aug. 18

- F -

Facilities Abroad (s).....	Jan. 32
Factory Layout Plans (s).....	Nov. 30
Failures.....	Jan. 21, Feb. 21, Mar. 26, Apr. 28
May 25, June 30, July 22, Aug. 30, Sept. 26, Oct. 26, Nov. 26, Dec. 30	
Fair Labor Standards Act of 1938—Guaranteeing Security for the Worker.....	June 20
Farmers' Home Administration—The Priority of Federal Claims in Insolvencies.....	Mar. 64
Federal Housing Administration—The Priority of Federal Claims in Insolvencies.....	Mar. 64
Federal Reserve Board—British and American Controls in the Money Markets.....	June 23
Federal Trade Commission—Law and Economics of Basing Points.....	Part I Sept. 14
Part II Oct. 11, Part III Nov. 22	
It's the Evidence that Counts.....	Sept. 16
Fiberglass (s).....	Apr. 46
"Filmco Microfilm Recorder" (s).....	Oct. 28
Finance, Government—British and American Controls in the Money Markets.....	June 23

Financial Ratios

14 Ratios for 36 Manufacturing Lines.....	Dec. 14
14 Ratios for 36 Wholesale and Retail Lines.....	Nov. 14
Financial Reports—Giving the Facts to Shareholders: Britain's Version of the SEC.....	Apr. 14
Public Opinion Survey (s).....	Feb. 40
Finishing System, Automatic (s).....	Aug. 48
Fire Hazards (s).....	Apr. 56
Fire Protection Equipment (s).....	July 28
Fire Resistant Coating (s).....	Feb. 32
Flexible Steel Tape (s).....	July 30
FOB Mill Pricing—The Law and Economics of Basing Points.....	Part II Oct. 11

Food

Aid to Europe.....	Jan. 46
Population Growth and Our Foreign Aid Program.....	Dec. 19
The World's Food Prospects.....	July 11
Food-O-Mat Corporation (s).....	July 26
Foreign Aid—Aid to Europe.....	Jan. 11
Foreign Investments—Britain Welcomes American Subsidiaries with Some Reservations.....	Feb. 11
Foreign Relations—Foundations for Constructive World Leadership.....	Sept. 11

Foreign Trade

Doing Business under New Export Controls.....	Apr. 20
Foundations for World Leadership.....	Sept. 11
ITO Charter: Blueprint for Rebuilding World Commerce.....	Aug. 13
Toward New Horizons: Management Reconstructs Its Thinking.....	May 11
Two-way Traffic for International Trade.....	May 19
Foremen—"Bottom-up" Management Builds Individual Initiative.....	Nov. 11
British Labor-Management Co-operation.....	Sept. 19
Foremen at Labor Talks (s).....	Oct. 28
Foulke, Roy A.	
Britain Welcomes American Subsidiaries with Some Reservations.....	Feb. 11
14 Ratios for 36 Manufacturing Lines.....	Dec. 14
14 Ratios for 36 Wholesale and Retail Lines.....	Nov. 14
Foundations for Constructive World Leadership.....	Sept. 11
14 Ratios for 36 Manufacturing Lines.....	Dec. 14
14 Ratios for 36 Wholesale and Retail Lines.....	Nov. 14
Fox River Paper Co. (s).....	Nov. 31
Free Enterprise—Management's Role in Shaping the Future.....	July 13
Freedom—Channels and Chances for World-wide Growth of Understanding.....	Dec. 11
Freight Absorption—Basing Points.....	Part III Nov. 22
Fritz, Wilbert G.—An Appraisal of Our Natural Resources.....	Feb. 14
Fuel Oil, Saving of (s).....	Apr. 44

- G -

Gaston Johnson Co. (s).....	Feb. 38
Gates Rubber Co. (s).....	Apr. 44
General Electric Co. (s).....	Mar. 41, July 30
Geneva Conference on Freedom of Information—World-wide Growth of Understanding.....	Dec. 11
George, Edwin R.—The Law and Economics of Basing Points: Samples of Official and Private Views on the Law.....	Part I Sept. 14
Economic Considerations.....	Part II Oct. 11
Conclusion and Policy Implications.....	Part III Nov. 22
George Anson & Co. Ltd. London (s).....	Aug. 36
George Boyles Advertising Agency (s).....	Jan. 34
George Koch Sons (s).....	Aug. 48
Get Ready for Competition.....	May 14

Given, William B., Jr.—"Bottom-up" Management Builds Individual Initiative.....	Nov. 11
Giving the Facts to Shareholders: Britain's Version of the SEC.....	Apr. 14
Glyco Products Co., Inc. (s).....	Mar. 30
Goodhart, A. L.—Giving the Facts to Shareholders: Britain's Version of the SEC.....	Apr. 14
Government Control—Channels and Chances for World-wide Growth of Understanding.....	Dec. 11
Foundations for Constructive World Leadership.....	Sept. 11
Government Loans to Veterans—What Is Back of To-Day's Building Costs?.....	Nov. 19

Government Regulation of Business

Doing Business under New Export Controls.....	Apr. 20
Giving the Facts to Shareholders: Britain's Version of the SEC.....	Apr. 14
It's the Evidence that Counts.....	Sept. 16
Law and Economics of Basing Points.....	Part III Nov. 22
Government Relations with Business—British and American Controls in the Money Markets.....	June 23
Ten Ways in which Business Men Can Help the National Welfare.....	Dec. 17
Graduation (s).....	Mar. 42
Grain Production.....	July 11
Grand Union Co.—Gravity Feed Units (s).....	July 26

Great Britain

Britain Welcomes American Subsidiaries with Some Reservations.....	Feb. 11
British and American Controls in the Money Markets.....	June 23
British Industry Four Years after the Rockets.....	Oct. 15
British Labor-Management Co-operation.....	Sept. 19
Giving the Facts to Shareholders: Britain's Version of the SEC.....	Apr. 14
Greece: Problem in Poverty.....	July 15
How Can Business Keep Ahead of This Changing World?.....	Nov. 17
Grinding (s).....	Jan. 38
Guaranteed Annual Wage—A Capitalist at Every Desk and Work-Bench.....	Mar. 17
Guaranteed Employment Plan—Management's Responsibility toward Economic Stability.....	Aug. 11
Guaranteed Wage and Employment Plans in Industry (table).....	June 21
Guaranteeing Security for the Worker.....	June 20
"Guide for Joint Industry—Military Procurement Planning" (s).....	Aug. 15
"Gyra-Flow" (s).....	Aug. 48

- H -

Hargrave, Thomas J.—A Blueprint for Industrial Mobilization.....	June 11
Hayes, Samuel P., Jr.—The Business Cycle Needs a Brake.....	Feb. 17
Heat Treating, Industrial (s).....	Mar. 42
Heating Systems (s).....	Apr. 44
Hercules Powder Co. (s).....	Mar. 36
Here and There in Business.....	Jan. 26
Feb. 32, Mar. 36, Apr. 40, July 26, Aug. 34, Oct. 28, Nov. 30, Dec. 32	
Herter, Christian A.—The Battle for Peace—Objective I: European Recovery.....	May 16
Hewitt-Robins, Inc. (s).....	Jan. 32
Hi-Shear Rivet Tool Co. (s).....	Apr. 50
Hole Punching Machines (s).....	Jan. 40
How Can Business Keep Ahead of This Changing World?.....	Nov. 17
How Can Industry Prepare Now for Defense?.....	Aug. 15
How Can We Stimulate Venture Capital?.....	July 17
How Do You Expect 1948 to Compare with 1947? (chart).....	June 25
How Do You Expect the Year 1948 to Compare with 1947? (chart).....	June 26
Human Relations—A Winning Team Pays Off.....	Apr. 11
Human Relations Are Everybody's Business.....	Jan. 16
Hunter Pressed Steel Co. (s).....	Apr. 40

- I -

ITO Charter: Blueprint for Rebuilding World Commerce.....	Aug. 13
Illinois Central Railroad (s).....	Aug. 44
Incentive Plan (s).....	Apr. 50
Incentives—A Capitalist at Every Desk and Work-Bench.....	Mar. 17
"Bottom-up" Management Builds Individual Initiative.....	Nov. 11
Income.....	Jan. 21, Mar. 24, Apr. 23, May 24
Income, National—Comparing National Incomes: Problems, Progress, and Facts.....	June 14
Income Tax—Tax Carryovers: Aids to Business Expansion.....	Jan. 13
Incorporations, New Business.....	Jan. 21
Feb. 21, Mar. 28, Apr. 24, May 28, July 22, Aug. 28, Sept. 26, Oct. 25, Nov. 26, Dec. 28	
Individual Enterprise—How Can Business Keep Ahead of This Changing World?.....	Nov. 17
Industrial Equipment, Repair of (s).....	Aug. 46
Industrial Floor-Dry (s).....	Dec. 34

Industrial Management

"Bottom-up" Management Builds Individual Initiative.....	Nov. 11
Management Reconstructs Its Thinking.....	May 11
Management's Role in Shaping the Future.....	July 13
Productivity Studies: Planning Guides for Industry.....	Oct. 20
Industrial Mobilization—A Blueprint for Industrial Mobilization.....	June 11
How Can Industry Prepare Now for Defense?.....	Aug. 15

Industrial Relations

British Labor-Management Co-operation.....	Sept. 19
A Capitalist at Every Desk and Work-Bench.....	Mar. 17
Human Relations Are Everybody's Business.....	Jan. 16
Industrial Security—Industrial Mobilization.....	June 11
Industrial Stock Prices, see Prices, Industrial Stock	

Industrialization—Population Growth and Our Foreign Aid Program.....	Dec. 19
Industry's Obligation to the Consumer.....	Mar. 11
Inflation—The World's Food Prospects.....	July 11
Ingersoll-Rand Co. (s).....	Aug. 46
Inland Rubber Co. (s).....	Apr. 44
Insecticide (s).....	Feb. 38
Insolvencies—The Priority of Federal Claims in Insolvencies.....	Mar. 19
Institute of the Aeronautical Sciences—Power in the Air: Goals and Recommendations for National Policy.....	Mar. 14
Instrument Development Laboratories, Inc. (s).....	Aug. 42
Instrument Flying (s).....	Mar. 41
Interest Rates—British and American Controls in the Money Markets.....	June 23
International Chamber of Commerce—Aid to Europe and Economic Stability at Home.....	Jan. 11
International Covenant on Human Rights—World-wide Growth of Understanding.....	Dec. 11
International Economic Relations—Comparing National Incomes: Problems, Progress and Facts.....	June 14
International Monetary Fund—ITO Charter: Blueprint for Rebuilding World Commerce.....	Aug. 13
International Relations—Channels and Chances for World-wide Growth of Understanding.....	Dec. 11
International Trade Organization—ITO Charter: Blueprint for Rebuilding World Commerce.....	Aug. 13
Two-way Traffic for International Trade.....	May 19
Inventories, How to Get Profits from (s).....	Aug. 34
Investments	
How Can We Stimulate Venture Capital?.....	July 17
ITO Charter: Blueprint for Rebuilding World Commerce.....	Aug. 13
Law and Economics of Basing Points, Part III.....	Nov. 22
Iron—What Wrought Iron Is (s).....	Feb. 32

J

Job Simplification—Human Relations Are Everybody's Business.....	Jan. 49
Joe Spang, Jr. (s).....	Aug. 46
Johnston, S. Paul—Power in the Air: Goals and Recommendations for National Policy.....	Mar. 14
Joint Congressional Committee on the Economic Report—A Dun & Bradstreet Survey—Current Business Opinion.....	June 25
Joint Production Committees—British Labor-Management Co-operation.....	Sept. 19
Joint Termination Regulations—A New Pattern for Military Procurement.....	Oct. 17
Junior Achievement (s).....	Jan. 40

K

Kahn, Lester (s).....	Apr. 54
Kaiser, Henry J. (s).....	Apr. 46
Kaiser, Julius B.—Should We Change Our Method of Preserving Records?.....	Feb. 10
Kellogg Co., M. W. (s).....	Mar. 38
King, Willford L.—Population Growth and Our Foreign Aid Program.....	Dec. 19
Kinney Process of Cladding Metals (s).....	July 26
Kryabill, Richard—United States Exports in 1947 by Commodity Groups and Destinations.....	Aug. 18

L

Labor—Foundations for Constructive World Leadership.....	Sept. 11
Labor Management—British Labor-Management Co-operation.....	Sept. 19
Ten Ways in which Business Can Help the National Welfare.....	Dec. 17
Labor Turnover—A Capitalist at Every Desk and Work-Bench.....	Mar. 17
Laboratory Directory (s).....	Mar. 44
Lake Shore Tire & Rubber Co. (s).....	Apr. 44
Lasser, J. K. School of Business (s).....	July 30
Tax Carryovers: Aids to Business Expansion.....	Jan. 13
Lattimer Report—Guaranteeing Security for the Worker.....	June 20
Law and Economics of Basing Points: Samples of Official and Private Views on the Law, Part I.....	Sept. 14
Economic Considerations.....	Part II Oct. 11
Conclusion and Policy Implications.....	Part III Nov. 22
Lee Tire & Rubber Co. (s).....	Apr. 44
Levelectric (s).....	Jan. 40
Lever Brothers Co. (s).....	Oct. 30
Lincoln Electric Co. (s).....	Feb. 34
Long-Term Bond Yields (charts).....	June 24
Los Angeles County Chamber of Commerce (s).....	Nov. 30
Lumber Industry—To-Day's Building Costs?.....	Nov. 19

M

McCormick, Charles P.—A Winning Team Pays Off.....	Apr. 11
Machinery and Allied Products Institute—Management's Role in Shaping the Future.....	July 13
Machinery in Industry (s).....	Jan. 41
McNeill, William H.—Greece: Problem in Poverty Malman, Leon—A New Pattern for Military Procurement.....	Oct. 17
Management	
"Bottom-up" Management Builds Initiative.....	Nov. 11
British Labor-Management Co-operation.....	Sept. 19
Foremen at Labor Talks (s).....	Oct. 28
Human Relations Are Everybody's Business.....	Jan. 16
Management's Responsibility toward Economic Stability.....	Aug. 11
Management's Role in Shaping the Future.....	July 13
Toward New Horizons—Management Restructures Its Thinking.....	May 11
Winning Team Pays Off.....	Apr. 11
Malsfield Tire & Rubber Co. (s).....	Apr. 44

Manufacturers—14 Ratios for 36 Manufacturing Lines.....	Dec. 14
Margin—Justifying Aid (s).....	Aug. 38
Marriage and Birth Rates (chart).....	Aug. 21
Marriages, Factors Influencing Number of—Population Trends in the United States.....	Part I Aug. 20
Marshall & Pratt Co. (s).....	Apr. 58
Marsh Stencil Machine Co. (s).....	Mar. 42

Marshall Plan

Aid to Europe and Economic Stability at Home.....	Jan. 42
Get Ready for Competition.....	May 14
The World's Food Prospects.....	July 11
Martin-Senour Co. (s).....	Oct. 34
Matches (s).....	Nov. 30
Materials, Government Control of—A Blueprint for Industrial Mobilization.....	June 11
Meat Production—The World's Food Prospects.....	July 11
"Memobelt" (s).....	Oct. 32
Metal, Protective Coating for (s).....	Apr. 54
Metal Plating (s).....	Nov. 34
Metals, Heat Treating of (s).....	Mar. 42
Microfilm Recorder (s).....	Oct. 28
Microfilming Business Records—Should We Change Our Method of Preserving Records?.....	Feb. 50
Military Procurement—How Can Industry Prepare Now for Defense?.....	Aug. 15
Mill-base Pricing—The Law and Economics of Basing Points.....	Part III Nov. 22
Mineral Output—An Appraisal of Our Natural Resources.....	Feb. 65
Mineral Resources—A Blueprint for Industrial Mobilization.....	June 11
Mobilization—A Blueprint for Industrial Mobilization.....	June 11
How Can Industry Prepare Now for Defense?.....	Aug. 15
Molding Machine (s).....	Aug. 34
Money—British and American Controls in the Money Markets.....	June 23
Monopoly—Foundations for Constructive World Leadership.....	Sept. 11
Monsanto Chemical Co. (s).....	Jan. 32
Mooney, James D.—Industry's Obligation to the Consumer.....	Mar. 11
Mortimer, Charles G., Jr.—Public Service: the Best Public Relations.....	June 17
Movement from Rural to Urban Areas (chart).....	Aug. 21
"Multi-Mag" (s).....	Jan. 41
Multiple Copies (s).....	Oct. 30
Multiple Management—A Winning Team Pays Off.....	Apr. 11
Mundt-Nixon Bill—Channels and Chances for World-wide Growth of Understanding.....	Dec. 11
Munitions Board of the National Military Establishment—A Blueprint for Industrial Mobilization.....	June 11

N

National Airlines (s).....	Mar. 41
National Association of Manufacturers—Foundations for Constructive World Leadership.....	Sept. 11
National Bureau of Standards (s).....	Jan. 36
National Defense—Foundations for Constructive World Leadership.....	Sept. 11
National Income—The Wealth of Thirty-three Nations.....	Mar. 21
National Income Statistics & Research, United Nations Secretariat—Comparing National Incomes: Problems, Progress, and Facts.....	June 14
National Income Estimates for Selected Countries, 1938-1946 (table).....	June 16
National Military Establishment Munitions Board: How Can Industry Prepare Now for Defense?.....	Aug. 15
National Security—Power in the Air: Goals and Recommendations for National Policy.....	Mar. 14
National Security Resources Board—A Blueprint for Industrial Mobilization.....	June 11
National Standards (s).....	Aug. 44
National Supply Co., Spang-Chaffant Division (s).....	Aug. 46
Natural Resources—An Appraisal of Our Natural Resources.....	Feb. 14
Our National Requirements (chart).....	Feb. 16
Navy Department—The Priority of Federal Claims in Insolvencies.....	Mar. 66
New Pattern for Military Procurement.....	Oct. 17
New York Central Railroad (s).....	Apr. 40
New York City—Golden Anniversary.....	Apr. 17
New York Commerce & Industry Assn. (s).....	Apr. 56
New York Curb and Stock Exchanges—How Can We Stimulate Venture Capital?.....	July 17
Nickel Plating (s).....	Feb. 42
Night Driving (s).....	Apr. 56
Northwestern University—British and American Controls in the Money Markets.....	June 23

O

Office and Secretarial Service Abroad (s).....	Jan. 32
Office Correspondence (s).....	Nov. 30
Office Equipment (s).....	Jan. 40
Office of International Trade—Doing Business under New Export Controls.....	Apr. 20
Office of Price Administration—Get Ready for Competition.....	May 14
Operating Ratios—Retail Operating Ratios as Managerial Guides.....	Jan. 18
Oregon Stores Operating Costs.....	Jan. 18
Orton, Dwayne—Human Relations Are Everybody's Business.....	Jan. 16
Overlapping Taxes: Canada Jeopardies Reforms.....	Apr. 46
Owens-Corning Fiberglas Corp. (s).....	Apr. 14
Oxford, University College.....	Apr. 14

P

Packaging, Food (s).....	Mar. 36
Pallets (s).....	Aug. 42
Parker Manufacturing Co. (s).....	Jan. 41

Payroll Recorder (s).....	Aug. 36
Personnel Management—Human Relations Are Everybody's Business.....	Jan. 54
Phillips Petroleum Co. (s).....	Apr. 46
Pick-up and Delivery Service (s).....	Aug. 44
Pierce, Frank W.—A Capitalist at Every Desk and Work-Bench.....	Mar. 17
Pitney-Bowes, Inc. (s).....	Dec. 34
Pittsburgh Plate Glass Co. (s).....	July 28
Planning, Industrial—Productivity Studies: Planning Guides for Industry.....	Oct. 20
Plant Equipment, Expenditures for—Management's Responsibility toward Economic Stability.....	Aug. 11
Plastics (s).....	Jan. 32
Plymouth Cordage Co. (s).....	Apr. 50
Plywood (s).....	Apr. 40
Pocket tape (s).....	July 30

Population

Population Growth and Our Foreign Aid Program.....	Dec. 19
Population Trends in the U. S.	Part I Aug. 56
Social and Economic Consequences.....	Part II Sept. 21
The World's Food Prospects.....	July 11
Post-war Europe and the United States—Per Capita Comparisons (chart).....	Mar. 21
Powder Metallurgy (s).....	Feb. 32
Power in the Air: Goals and Recommendations for National Policy.....	Mar. 14
Price Control—What Is Back of To-Day's Building Costs?.....	Nov. 19
The World's Food Prospects.....	July 11
Price Discrimination—Basing Points: Samples of Official and Private Views on the Law.....	Part I Sept. 14
Economic Considerations.....	Part II Oct. 11
Price Fixing—Basing Points: Conclusion and Policy Implications.....	Part III Nov. 22
Price Index, Wholesale Foods.....	Jan. 21
Mar. 21, Apr. 28, May 28, June 28, July 28, Aug. 28, Sept. 26, Oct. 24, Nov. 26, Dec. 22	

Prices

Aid to Europe and Economic Stability at Home.....	Jan. 44
The Law and Economics of Basing Points.....	Nov. 22
Part I, Sept. 14, Part II, Oct. 11, Part III, Oct. 24, Sept. 24, Oct. 24, Nov. 25, Dec. 23	
Ten Ways in which Business Men Can Help the National Welfare.....	Dec. 17
What Is Back of To-Day's Building Costs?.....	Nov. 19
Prices, Consumer.....	Jan. 21, Feb. 21, May 25, June 27, Sept. 25, Oct. 24, Nov. 27, Dec. 22
Prices, Industrial Stock.....	Jan. 21, Feb. 21, Mar. 25, Apr. 20, May 25, July 21, Aug. 25, Sept. 25, Oct. 25, Nov. 27, Dec. 24
Prices, Wholesale Commodities.....	Jan. 21, Feb. 21, Mar. 25, Apr. 26, May 24, June 27, July 20, Aug. 24, Sept. 24, Oct. 24, Nov. 25, Dec. 23
Printed Circuits Techniques (s).....	Jan. 36
The Priority of Federal Claims in Insolvencies.....	Mar. 19
Private Enterprise—A Winning Team Pays Off.....	Apr. 11
Private Wire Communications System (s).....	July 30
Procter & Gamble Co. (s).....	Mar. 36
Procurement, Military, A New Pattern for.....	Oct. 17
Product Merchandising (s).....	July 30

Production

Aid to Europe and Economic Stability at Home.....	Jan. 12
Human Relations Are Everybody's Business.....	Jan. 16
Production Bonus (s).....	Apr. 50
Productivity Studies: Planning Guides for Industry.....	Oct. 20
Production, Industrial.....	Jan. 20, Feb. 20, Mar. 24, Apr. 23, May 24, June 27, July 20, Aug. 24, Sept. 24, Oct. 24, Nov. 25, Dec. 21
Production Techniques—The Law and Economics of Basing Points.....	Part III Nov. 22
Productivity Studies: Planning Guides for Industry.....	Oct. 20
Proportion of Non-whites and Foreign-born Whites (chart).....	Aug. 21
Public Policy Committee—Public Service: The Best Public Relations.....	June 17

Public Relations

Industry's Obligation to the Consumer.....	Mar. 11
Message to Workers (s).....	Mar. 41
Public Relations (s).....	Apr. 40
Public Service: The Best Public Relations.....	June 17
Publicity (s).....	Jan. 34

Q

Question Boxes (s).....	Dec. 32
-------------------------	---------

R

"Radar Altimeter" (s).....	Aug. 44
Railroad Car, Unloader (s).....	Jan. 32
Rancidity (s).....	Aug. 38
Rate of Population Growth in the United States 1790-1970 (chart).....	Aug. 21
Real Income Per Capita in Ten Countries—(chart).....	June 14
Reconstruction—ITO Charter: Blueprint for Rebuilding World Commerce.....	Aug. 13
"Redex" (s).....	Apr. 54
Reed, Philip D.—Aid to Europe and Economic Stability at Home.....	Jan. 11
Reeves Brothers, Inc. (s).....	Apr. 48
Remington Rand, Inc. (s).....	Aug. 34
Renascence—How Can Business Keep Ahead of This Changing World?.....	Nov. 17
Reproduction of Copy (s).....	Aug. 38
Republic Steel Corporation—Blast Furnace (s).....	Feb. 36
Steel Production (s).....	Oct. 36
"Resinox" (s).....	Nov. 30
Resources, World—The Wealth of Thirty-three Nations.....	Mar. 21
Retail Operating Ratios as Managerial Guides.....	Jan. 18

Retail Sales.....	Jan. 21
Mar. 25, Apr. 28, May 25, June 27, July 2, Aug. 25, Sept. 20, Oct. 25, Nov. 27, Dec. 22	
Retail Trade—Fourteen Ratios for 36 Wholesale and Retail Lines.....	Nov. 14
Retail Trade—Retail Operating Ratios as Managerial Guides.....	Jan. 18
Reynolds Metals Co. (s).....	Aug. 44
Ribbionwriter Corp. (s).....	Oct. 30
Rigid Steel Conduit Case—Basing Points.....	Sept. 14
Rike-Kurmler Co., Department Store (s).....	Jan. 36
Roach Killer (s).....	Feb. 38
Roberts, R. Lloyd—British Labor-Management Co-operation.....	Sept. 19
Robinson, Roland L.—British and American Controls in the Money Market.....	June 23
Robinson-Patman Act—Basing Points.....	Sept. 14
Rome, Economic Development—How Can Business Keep Abreast of This Changing World?.....	Nov. 17
Rope—Industrial Uses (s).....	Apr. 50
Roto-Flo Pump Corp. (s).....	Nov. 31
Rowell-Sirois Commission—Overlapping Taxes: Canada Achieves Reforms.....	May 21
Royal Commission on Dominion Provincial Relations—Overlapping Taxes: Canada Achieves Reforms.....	May 21
Rubber Mat (s).....	Apr. 42
Rubber Tires, Synthetic.....	Apr. 44
Russia, Cultural Background—Channels and Chances for World-wide Growth of Understanding.....	Dec. 11
— S —	
SKF Industries (s).....	Oct. 28
Safety Programs (s).....	Aug. 46
"Saf-T-Aid" for Night Driving (s).....	Apr. 50
"Saf-T-Air" Ventilator (s).....	Apr. 42
Sales, Retail, see Retail Sales.....	
Salesmanship (s).....	Jan. 36
Savings of Individuals as a Percentage of Income after Tax (chart).....	Aug. 34
Sayre, Morris—Foundation for Constructive World Leadership.....	June 23
Schell, Erwin H.—Toward New Horizons: Management Reconstructs Its Thinking.....	Sept. 11
Screw Jack (poem).....	May 11
Secretary for Civil Aviation—Power in the Air.....	Apr. 50
Securities Exchange Act of 1934—Giving the Facts to Shareholders: Britain's Version of the SEC Securities Exchange Commission—How Can We Stimulate Venture Capital?.....	Mar. 76
Selas Corp. (s).....	Apr. 14
"Selling to the Army, Navy and Air Force" (s).....	July 17
Shakedown Machines (s).....	Mar. 42
Shipping (s).....	Nov. 30
Shipping Containers, Steel (s).....	Jan. 32
Shipping Practices, Survey of (s).....	Aug. 44
Should We Change Our Method of Preserving Records?.....	Feb. 34
Shreve, Earl O.—Get Ready for Competition.....	July 26
Significant Indicators.....	Feb. 19
Small Parts Production (s).....	May 14
Smoot-Hawley Tariff Bill, 1930—Two-way Traffic for International Trade.....	Aug. 48
Sococo-Vacuum Oil Co., Inc. (s).....	May 19
Sounderberger Corp.—Re-using Records (s).....	Apr. 44
Voice Recording (s).....	Dec. 32
Spalding, Major General Sidney P.—How Can Industry Prepare Now for Defense?.....	Aug. 48
Stabilizing Compounds (s).....	Aug. 15
Stainless Clad Copper (s).....	Aug. 38
Standard of Living—Management's Role in Shaping the Future.....	July 26
Statistical Commission United Nations—Comparing National Incomes: Problems, Progress and Facts.....	July 13
Steel Industry—The Law and Economics of Basing Points.....	Dec. 19
Steel production (s).....	June 14
Stencil Cutter, Electric (s).....	Oct. 11
Stock Control (s).....	Oct. 36
Stock Exchange—How Can We Stimulate Venture Capital?.....	Mar. 42
Stockpiling—Industrial Mobilization.....	Aug. 34
Stock Prices, Industrial, see Prices, Industrial Stock.....	
Store Modernization Campaigns (s).....	July 17
Study of the Theory of Corporate Net Profits.....	June 11
Suggestion Systems—Management's Role in Shaping the Future.....	July 28
Sullivan, A. M.	Dec. 15
Ball Bearing (poem).....	July 13
Diamond Drill (poem).....	Aug. 50
The Engineer (poem).....	July 31
The Screw Jack (poem).....	Feb. 64
Surplus War Property Administration—Priority of Federal Claims in Insolvencies.....	Apr. 59
Survey, Industrial—A Day & Bradstreet Survey: Current Business Opinion.....	Mar. 62
Swift & Co. (s).....	June 25
— T —	Mar. 36
Tanning (s).....	
Tariff—ITO Charter: Blueprint for Rebuilding World Commerce.....	Aug. 42
Two-way Traffic for International Trade.....	Aug. 13
Taxation.....	May 19
Foundations for Constructive World Leadership.....	
Priority of Federal Claims in Insolvencies.....	Sept. 11
Tax Carriers: Aids to Business Expansion.....	Mar. 10
Ten Ways in which Business Men Can Help the National Welfare.....	Jan. 13
Tax Deductions (s).....	Dec. 17

Tax Refunds—Tax Carryovers: Aids to Business Expansion.....	Jan. 11
Telegraphy, Automatic (s).....	Feb. 32
Tevised Annual Corporate Reports (s).....	July 26
Ten Ways in which Business Men Can Help the National Welfare.....	Dec. 17
Tennessee Eastman Corp. (s).....	Aug. 38
Tenor Billa and HQ (s).....	Aug. 38
Thomas B. Noble Associates (s).....	Apr. 54
Thompson, Warren S.—Population Trends in the United States: The Facts.....	Part I Aug. 20
Social and Economic Consequences.....	Part II Sept. 21
"Time-Master" (s).....	Oct. 32
Time Tables (s).....	Apr. 34
Tires, Synthetic Rubber (s).....	Apr. 44
Titanium (s).....	Nov. 32
Tool Kits (s).....	Aug. 46
Toward New Horizons: Management Reconstructs Its Thinking.....	May 11
Towmotor Corp. (s).....	Nov. 30
Trade Activity in Twenty-nine Regions.....	Jan. 26
Mar. 30, Apr. 34, May 26, June 28, July 21, Aug. 25, Sept. 25, Oct. 24, Nov. 27, Dec. 22	
Trade Agreements—ITO Charter: Blueprint for Rebuilding World Commerce.....	Aug. 13
Trade Agreements Act—Two-way Traffic for International Trade.....	May 19
Trade Publication Data Book (s).....	Jan. 34
Trade Unions—How Can Business Keep Abreast of This Changing World?.....	Nov. 17
"Trailerail" Containers (s).....	Aug. 44
Training Inspectors (s).....	Apr. 40
Transportation Act of 1920—A Priority of Federal Claims in Insolvencies.....	Mar. 60
Travel Abroad—Office Facilities Included (s).....	Jan. 32
Trend of Business.....	Jan. 20
Mar. 24, Apr. 23, May 23, June 27, July 20, Aug. 23, Sept. 24, Oct. 23, Nov. 25, Dec. 21	
Trucks Built to Scale, Model (s).....	Nov. 30
Trucks, Panel (s).....	Jan. 34
Truslow, Francis A.—How Can We Stimulate Venture Capital?.....	July 17
Turner & Seymour Manufacturing Co. (s).....	July 28
Twentieth Century Fund—An Appraisal of Our Natural Resources.....	Feb. 16
Two-way Traffic for International Trade.....	May 19
Typewriter Ribbon (s).....	Oct. 30
Typewriters, Electric (s).....	Dec. 32
— U —	
Uniforms, Functional (s).....	Apr. 48
Union Oil Company of California (s).....	July 26
United Electric Motor Co. (s).....	Apr. 42
United Nations.....	
Channels and Chances for World-wide Growth of Understanding.....	Dec. 11
Comparing National Incomes: Problems, Progress and Facts.....	June 14
Greece: Problem in Poverty.....	July 15
U. S. Bureau of the Budget—Appraisal of Our Natural Resources.....	Feb. 14
U. S. Bureau of the Census—United States Exports in 1947 by Commodity Groups and Destinations.....	Aug. 18
U. S. Dept. of the Interior—The Priority of Federal Claims in Insolvencies.....	Mar. 64
U. S. Exports in 1947 by Commodity Groups and Destinations.....	Aug. 18
U. S. Monetary Policy—British and American Controls in the Money Markets.....	June 23
U. S. Office of Export Control—Doing Business under New Export Controls.....	Apr. 20
"United States Patents on Powder Metallurgy" (s).....	Feb. 32
U. S. Plywood Corp. (s).....	Apr. 40
U. S. War Dept.—The Priority of Federal Claims in Insolvencies.....	Mar. 66
University of Washington—Retail Operating Ratios as Managerial Guides.....	Jan. 18
Uses of Rotary Pumps (s).....	Nov. 31
— V —	
Van Rensselaer, Bernard S.—Doing Business under New Export Controls.....	Apr. 20
Van Sant, Wilbur—How Can Business Keep Abreast of This Changing World?.....	Nov. 17
Ventilator Electric (s).....	Apr. 42
Venture Capital, Flow of (chart).....	July 18
Veterans Administration—The Priority of Federal Claims in Insolvencies.....	Mar. 66
Vinylite (s).....	Dec. 32
"Vogel-Reel" (s).....	Aug. 38
Voice Recording (s).....	Aug. 48
— W —	
Wages.....	
British Labor-Management Co-operation.....	Sept. 19
Guaranteeing Security for the Worker.....	June 20
Two-way Traffic for International Trade.....	May 19
What Is Back of To-Day's Building Costs?.....	Nov. 19
Wales-Strippit Corp. (s).....	Jan. 40
War, Economic Aspects of—A Blueprint for Industrial Mobilization.....	June 11
War Assets Administration—The Priority of Federal Claims in Insolvencies.....	Mar. 66
War Materials—How Can Industry Prepare Now for Defense?.....	Aug. 15
War Shipping Administration—The Priority of Federal Claims in Insolvencies.....	Mar. 66
Ward, Harry B.—British Industry Four Years after the Rockets.....	Oct. 15
Watchmen (s).....	Jan. 38
Wealth of Thirty-three Nations.....	Mar. 21
Western Union Telegraph Co. (s).....	Feb. 32
Westinghouse Elec. Corp.—Dealer Financing (s).....	Oct. 32
Elevators (s).....	Aug. 38
Molding Machine (s).....	Aug. 34
Salesmanship (s).....	Jan. 36

What Is Back of To-Day's Building Costs?.....	Nov. 19
Wholesale Commodities Prices, see Prices, Wholesale Commodities.....	
Wholesale Foods Price Index, see Price Index, Wholesale Foods.....	
Wholesale Prices of Building Materials (chart).....	Nov. 21
Wholesale Trade—Fourteen Ratios for 36 Wholesale and Retail Lines.....	Nov. 14
Wiley, Alexander—Ten Ways in Which Business Men Can Help the National Welfare.....	Dec. 17
Winning Team Pays Off.....	Apr. 11
Wood Forms from Waste (s).....	Nov. 30
World Assets Audit Association, Inc.—The Wealth of Thirty-three Nations.....	Mar. 21
World Organization—Channels and Chances for World-wide Growth of Understanding.....	Dec. 11
World Population Estimates—Population Growth and Our Foreign Aid Program.....	Dec. 20
World Travels, Inc. (s).....	Jan. 32
World's Food Prospects.....	July 11

— X — Y — Z —

Youth, Business Aid to—Ten Ways in Which Business Men Can Help the National Welfare.....	Dec. 17
--	---------

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